



équiterre

1993-2018



2018
ANNUAL
REPORT

25 years

Changing the world,
one step at a time!



A word from our Executive Director Sidney Ribaux

Twenty-five years ago, we were six young people who believed that our ideas could change the world.

At the time, climate change wasn't a topic that raised a lot of excitement. Quebec was even considered a bit of a laggard on the issue. But today, the situation has shifted and we now have a consensus on the need for climate action. The debate is currently focused on what measures are required and, above all, how quickly these solutions should be deployed.

Take the issue of public transit, for example. For the first time in history, all of the political parties running in the 2018 provincial election made important commitments on public transit. Our challenge now is to make sure that the government delivers on these promises as quickly as possible.

Whether we're talking about land use planning, transportation electrification, or even the need to reduce pesticide use, Quebec is often more open politically than we think. The challenge of the environmental movement in the coming years will be to seize all of these opportunities for change, while maintaining a coherent approach focused on implementing sustainable policies and actions.

I feel a surge of pride and hope when I see today's youth rising up and taking their place to protect the future of our planet.

While the impact of political and institutional action is undeniable, the strength of the citizens' movement has the power to move mountains!





A word from Chair of the Board of Directors Hélène Dufresne

As Équiterre turns 25, our growing family of members, supporters, volunteers and activists continues to take action in favour of a society that lives in harmony with the environment. We understand the urgent need to act today in order to ensure a better tomorrow. Our voice is being heard farther than ever.

We can feel the support mounting and this is what encourages us to push on with our mission and to keep up the dialogue so that we can influence public policy and live in a more balanced and equitable world, with respect for our resources and know-how.

Équiterre
celebrates
25 years!

In 1993, 6 young idealists

In 1993, six young idealistic Quebec university students returned home from the Earth Summit in Rio dreaming about:

Fair Trade

**Sustainable agriculture
and transportation systems**

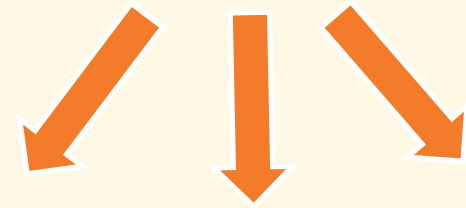
Fight against climate change



In 1993



Laure Waridel, Steven Guilbeault, François Meloche, Elizabeth Hunter, Patrick Henn and Sidney Ribaux founded Équiterre, the **1st organization in Quebec** dedicated to building a social movement to empower citizens, organizations and governments to make environmentally sound and socially responsible choices:

The logo for Équiterre, featuring the word "Équiterre" in a bold, sans-serif font. The "É" is black, and the rest of the word is orange. A thin black arc is positioned above the "i" and "t".

Équiterre

At the time::



- farming was becoming increasingly industrialized and focused on conquering foreign markets rather than on food sovereignty;
- there was little discussion about CO₂ and a big focus on HFCs (hydrofluorocarbons), which affect the ozone layer;
- fair trade products were virtually non-existent in Quebec and Canada.

**Out of the ideals of Équiterre's
6 co-founders emerged a powerful social
movement that has spread
across all of Quebec.**

Today, our movement is made up of...





130,000
supporters



22,600
members





53
employees

220
volunteers

23
interns

Photo: MBT Photographie

On social media:



+ 100,000
fans on Facebook



+ 23,000
Twitter followers



+ 5,000
Instagram followers

Nearly one million
Unique visitors to our website

Équiterre is regarded
by the media as a
leading authority on
environmental issues,
which in 2018 lead to:

1,670
media
appearances

450
interview
requests



And we continue to demand
ambitious public policies, with:

40
meetings
with elected
officials in
Quebec

80
meetings at the
federal level

équiterre



Since 1993, in large part thanks to our supporters, we have made important progress on several major environmental issues:

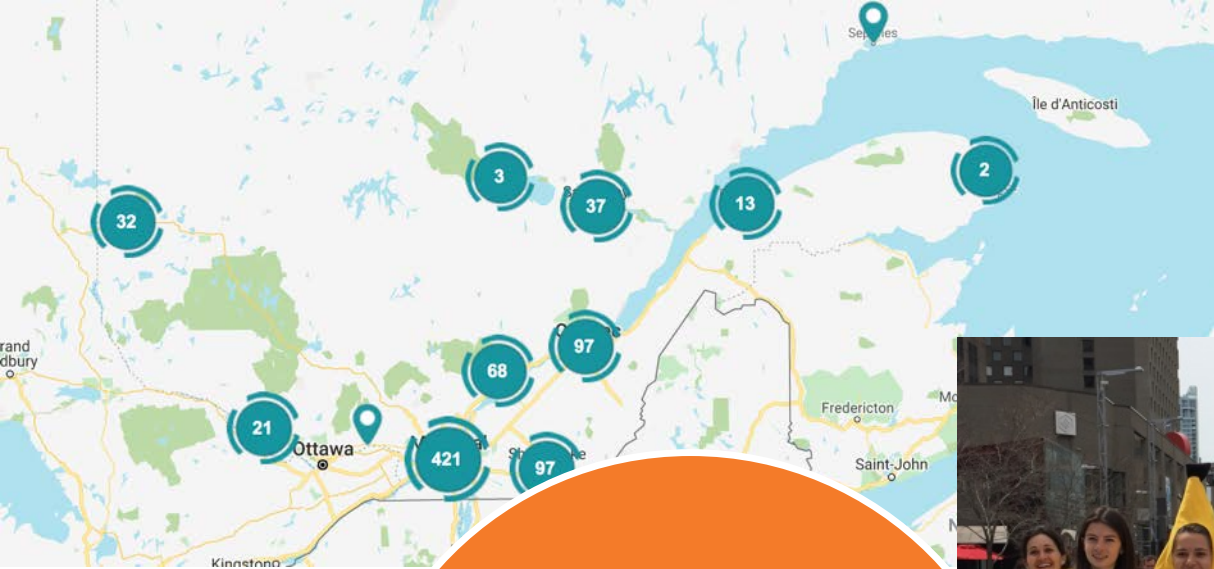


Canada has adopted a **climate plan** that includes all the provinces except for two – a first for the country!

Quebec was the **1st province** to adopt a zero-emission vehicle (ZEV) standard.

Quebec has over **2,000 electric vehicle charging stations, including 177 fast-charging stations** made available by the Electric Circuit public charging network.





The number of
businesses selling
fair trade products
has risen from
5 to over 800.





Quebec's new strategy on pesticides **has banned the use of the five most hazardous pesticides in farming** (unless prescribed by an agronomist).

The federal government has pledged to **modernize the law regulating toxic substances** to better protect our health and the environment.

Hundreds of thousands of people have taken part in historic **citizen marches for the environment** in several regions of Quebec.



In 2018



**We are proud to have made sustainable
farming and sustainable food
more accessible...**





Organic baskets from our Family Farmers Network:

139 family farmers who provide local organic fruits and vegetables to 60,000 persons.

600 delivery points, in every region of Quebec.

\$8.5 million in economic benefits for Quebec!





For healthy, local and sustainable food

75
CPEs and
daycare centres,
primary and
secondary schools
and community
organizations
across Quebec!

Nearly 8,000
organic baskets
from Équiterre's
family farmers
were sold to
raise funds.

Over
30,000
children and their
family members
were made aware of the
importance of
healthy, local and
sustainable food.



+ 5,000
children, visitors
and employees
consume more local
and organic food at
the CHU Sainte-Justine.





Over
16,000 meals
are made using local
food every day in
85 establishments.



Aliments du Québec au menu:

Over 16,000 meals are made using local food every day in 85 establishments province-wide (daycares, schools, healthcare establishments, CEGEPs, universities, businesses and organizations) through the “Aliments du Québec au menu” recognition program for establishments, created by Équiterre and Aliments du Québec.

Fight against pesticides

450,000
Canadian
citizens

Équiterre and its partners mobilized **450,000 Canadian citizens** via petitions and actions calling for an **immediate ban on bee-killing “neonic” pesticides in Canada.**

LET'S TAKE ACTION TO BAN HARMFUL PESTICIDES IN OUR ENVIRONMENT!

Canada must ban all neonics now!



Our pollinators and ecosystems can't wait that long. We cannot accept this delay.

... and toxic substances

Let's ban glyphosate

Information: equiterre.org/glyphosate
Petition: equiterre.org/petitionglyphosate

équi

Monsanto manipulated science:
Ask for withdrawal of glyphosate's approval
and an independent review in Canada



We lobbied for basing pesticide evaluation on independent research and exposed the scandal concerning Monsanto's interference in the approval of glyphosate in Canada, in the wake of the release of the Monsanto Papers.

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In 2018



**We succeeded in turning
the fight against climate change
into a top priority of our times**



Energy transition

Campaign and petition to end Canada's fossil fuel subsidies.

Participation in the G7 Summit in Charlevoix in June, and reiteration of Canada's commitment to eliminate fossil fuel subsidies.

Actions against the purchase of the Trans Mountain pipeline from Kinder Morgan.

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**YOUR TAX DOLLARS ARE
FUNDING FOSSIL FUELS**

**THE CANADIAN GOVERNMENT PROVIDES ON
AVERAGE MORE THAN \$10 BILLION PER YEAR
OF SUPPORT TO OIL AND GAS COMPANIES**

No Public Funds for Kinder Morgan

**PETITION:
NO PUBLIC FUNDS
FOR KINDER MORGAN**

Join us to ask the Prime Minister of Canada not to finance the Kinder Morgan project with Canadian taxpayers' money and to respect the rights of Indigenous communities and of British Columbians.

Email

I SIGN

équiterre



8 videos +
blog entries + web
content



Energy transition

COP24 - Équiterre: Official member of the Canadian delegation with access to the negotiations. Reported back to Canadian media and our colleagues in other organizations who did not have this access.

30
media
appearances

100,000
people reached
on social media

In 2018



We have accelerated the
the transition to sustainable mobility...





6 schools

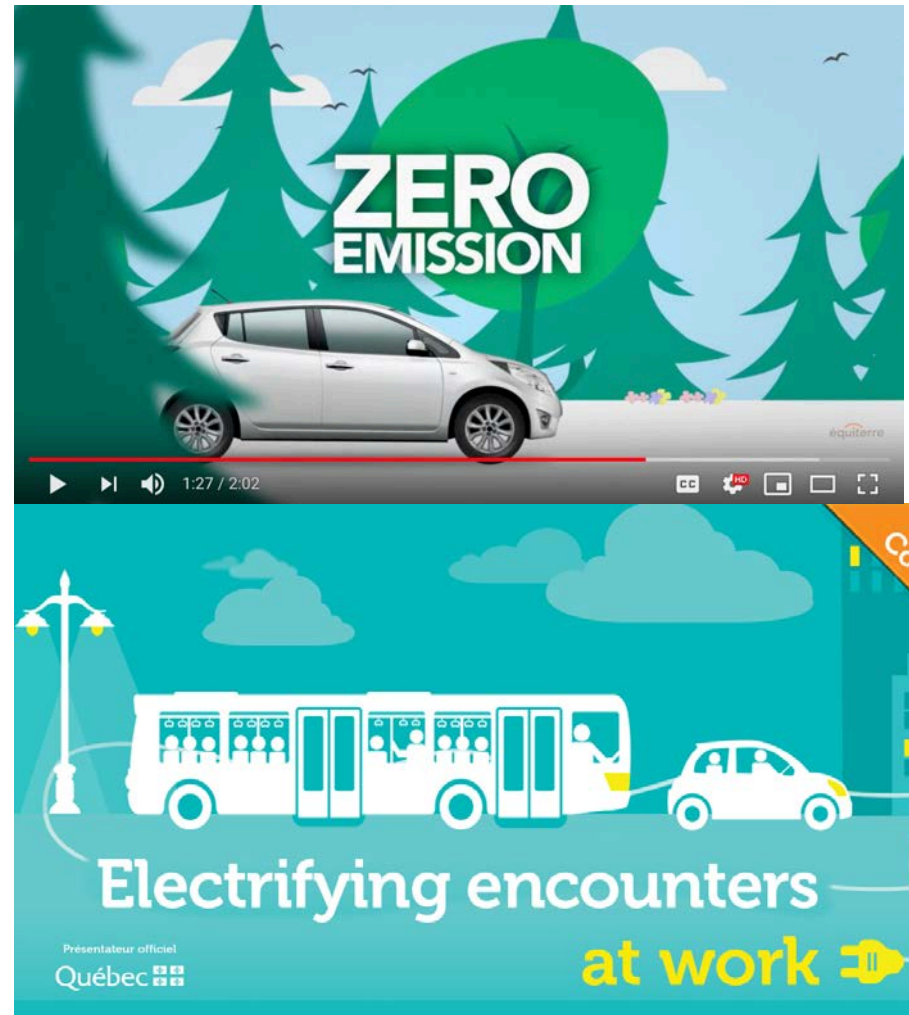
(of the 1,300 schools approached and 39 entered in the contest) won a **conference + a mural** + a workshop on **transportation electrification** in: Lac-Mégantic, Quebec City, Longueuil, Montreal and Laval.

815
students
reached



Electrifying Encounters

Over **50,000 people** reached through a major web and radio campaign, including a contest to try out an electric vehicle for a year, with a home charging station!



Electrifying Encounters at Work

2,000

people reached through
our test drives,
conferences and webinars
at companies in 8 cities
across Quebec.



Electric School Bus

A campaign
advocating for
electric school buses,
featuring the
electrifying actress,
Alice Morel-Michaud!

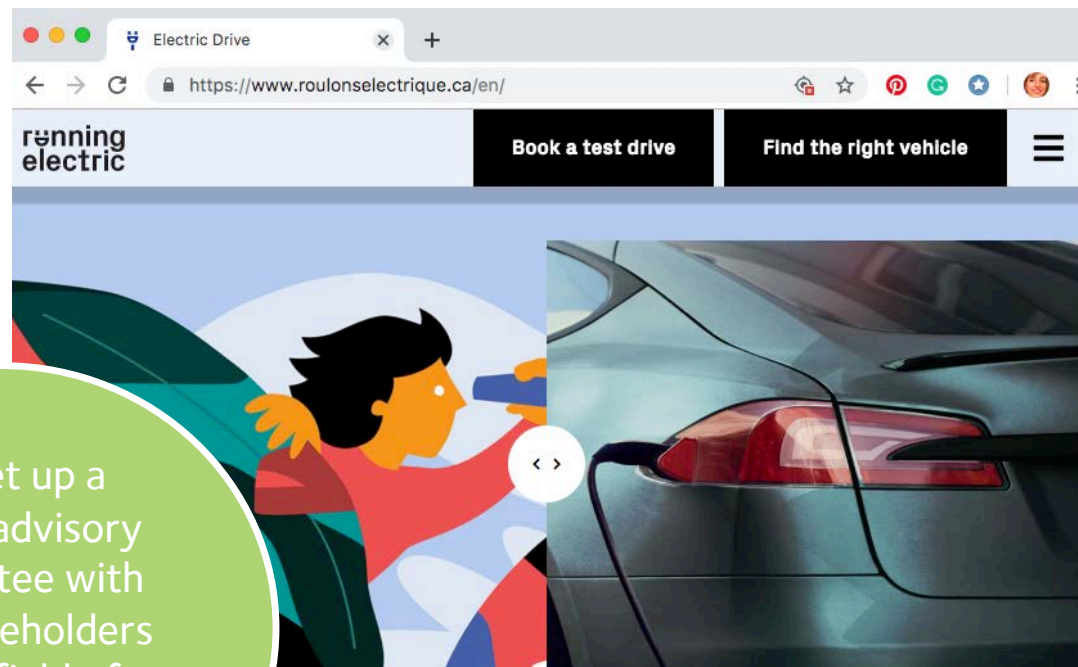


Équiterre was commissioned by Transition énergétique Québec (TEQ) to develop a major campaign to promote electric vehicles.

Replacing gas-powered vehicles with electric vehicles is a **concrete solution for reducing transportation-related GHG emissions.**

We set up a unique advisory committee with key stakeholders in the field of transportation electrification.

running electric



In 2018



**We organized numerous benefit, educational
and environmental awareness activities...**



Conferences

38
conferences
and training activities,
including
20
in schools.

6
passionate
speakers



Équiterre's 100% eco-friendly and zero-waste race

Over **1,000** participants and **47** businesses registered for the 3rd edition of the race.

\$67,175 raised.

1st edition in Quebec City, attracting close to **200** participants.

Grand Vivat award for eco-responsible events.

Prix Vivats – Prevention and Reduction at Source.



Benefit Cocktails

2018 was the year in which we raised awareness about the climate crisis among the largest number of businesspeople and key stakeholders in the sustainability sector:

Nearly **1,000**
guests from 265
businesses,
including 33 partner-
companies – a record!

\$377,000
raised to support
Équiterre's
educational and
mobilization
projects.

1st official
public appearance
by the new
Environment
Minister.



An opportunity to mark
the departure of
Steven Guilbeault, who
played a major role in
raising public and
corporate awareness
about climate change.



Sustainable buildings

It was a busy year for Équiterre's promotion of green buildings

109

guided tours taken by
1,055 professionals,
students or decision-
makers.

5

conferences or
training activities,
attended by
240 people.

Over
3,000

virtual visits of
the Centre for
Sustainable
Development.

555

self-
guided
interactive
tours.

3

discussion events
organized by
Équiterre that
attracted **270**
people and reached
3,500 people via
live-streaming.

LA MAISON DU DÉVELOPPEMENT DURABLE

**VISITE D'UN BÂTIMENT
DE L'AVENIR**

CERTIFIÉ LEED® PLATINE



ÉCONOMIE D'ÉNERGIE

755 571 \$

2719 ÉVÉNEMENTS

VISITE
DU CHANTIER



CYCLE DE VIE

ÉNERGIE

MATÉRIAUX

EAU



Winner of the Laure Waridel Bursary

Marie-Élise Samson and
her action research
project on the **storage
of carbon in
agricultural soils** as a
means of tackling
climate change.

Accueil > Affaires > Têtes d'affiche > Chercheuse honorée

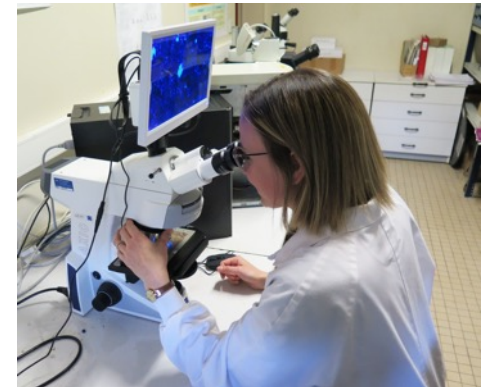
Publié le 16 mai 2018 à 17h03 | Mis à jour le 16 mai 2018 à 17h03

Chercheuse honorée



Marie-Élise Samson et ses enfants.

PHOTO FOURNIE PAR ÉQUITERRE



In 2018



We ramped up our promotion of
responsible consumption...



The fight against obsolescence

1st Canada-wide
study on
obsolescence.

Intense public and media
interest:

110 people at the launch,
8 TV appearances
30 radio segments,
15 publications

OBSOLESCENCE
OF HOME APPLIANCES
AND ELECTRONICS:
WHAT IS THE ROLE
OF THE
CONSUMER?



Zero waste

110 people
attended the opening of the
Zero Waste Festival, co-
organized by Équiterre.



**Réseau des
fermiers de
famille**

équiterre

In 2018



We scored a huge victory for citizens
and charitable organizations...



Law regulating charities

The federal government finally agreed to **amend the law governing charities to restore their freedom of expression** in carrying out their work on behalf of Canadians.



© Flickr/Fibonacci Blue



In 2018



We helped put the
environment and the climate emergency
at the heart of the election...



Voting for the planet: a gesture that counts

Provincial elections



Historic coalition of 11 leading environmental and citizen groups in Quebec calling on all the political parties to include 23 key environmental recommendations in their respective platforms.

	CAQ	PLQ	PQ	QS
Propositions				
Transport et aménagement				
6. Adopter un plan pour réduire d'au moins 50% les émissions de GES dans le secteur des transports d'ici 2030 à partir du niveau actuel.	—	—	✓	✓
7. Adopter une Politique nationale d'aménagement du territoire et d'urbanisme qui assure la cohérence des actions de l'État et des municipalités et favorise l'atteinte des grands objectifs nationaux (en environnement, santé, énergie, etc.).	—	—	✓	✓
8. Adopter un moratoire sur le déboisement des terres agricoles.	✗	✗	—	✓
9. Atteindre une part minimale d'au moins 50% en faveur des transports actifs et collectifs dans la région métropolitaine de Montréal et à Québec d'ici 2030 et fiirer des objectifs ambitieux de part modale pour les modes alternatifs à l'automobile pour les autres régions du Québec.	—	—	✓	✓
10. Pour les trois prochaines années, investir 300 millions de dollars par année, en partenariat avec le Fonds des infrastructures en transport du Canada, dans les infrastructures cyclables.	—	—	—	✓
11. Adopter un système de bonus-malus à cotés nuls incluant une taxe sur l'achat de nouveaux véhicules éconergiques dont les revenus permettraient d'offrir des incitatifs à l'achat de véhicules zéro émission.	✗	—	—	✓
12. Modifier le « Règlement d'application de la loi visant l'augmentation du nombre de véhicules automobiles zéro émission au Québec afin de réduire les émissions de gaz à effet de serre et autres polluants » afin que d'ici 2025, 50% des véhicules neufs vendus sur le territoire québécois soient électriques.	—	✗	—	✓



Voting for the planet: a gesture that counts

Provincial elections



A tidal wave of media coverage:
115 media appearances.

Close to
11,000 people mobilized around the environment (postcards + mobilization platform).

65 conferences, workshops and kiosks.

3,500 pro-environment messages sent directly to candidates.

34 meetings with candidates representing **20** ridings.



In 2018



We worked with elected officials
for better public policies...



Government Relations

Adoption of the
1st Sustainable
Mobility Policy!

Participation in the committee
that drafted the Sustainable
Mobility Policy.

Adoption of the Sustainable
Mobility Policy – 2030,
based on the Reduce-
Transfer-Improve approach
that was a key component
of our brief.



Government Relations

Participation in the committee monitoring the implementation of Quebec's Sustainable Mobility Policy.

Survey to the main political parties about the 23 environmental priorities identified by a coalition of environmental and citizen groups.

Submission of a brief for the public consultations on the Sustainable Mobility Policy.



Government Relations



Letter to the
Prime Minister: stop using
public funds to subsidize
fossil fuels.

Open letter from
40 organizations asking the
government to withdraw its
support for Trans Mountain

Letter to Minister of
Transport Marc Garneau
regarding the Canada-wide
zero-emission vehicles
strategy signed by
28 organizations.

Government Relations



Letter to the federal Health Minister regarding the evaluation of glyphosate.

Letter to the federal Health Minister demanding the withdrawal of glyphosate's approval.

Letter to the federal Health Minister on neonicotinoid pesticides

Government Relations



Federal support for zero-emission vehicles and for maintaining energy efficiency regulations for vehicles.

Support for the federal government's new carbon tax system.

Actions related to the Pan-Canadian Framework on Clean Growth and Climate Change.

In 2018



We drove research, reports and studies...



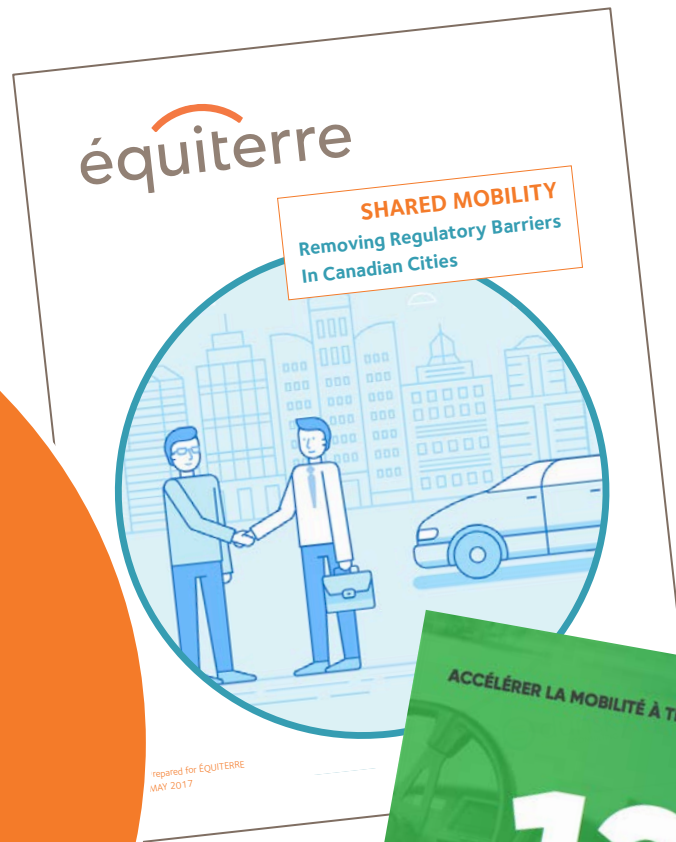
SUSTAINABLE BUILDING

3 case studies on
“our” exemplary green
building, the Centre for
Sustainable Development.



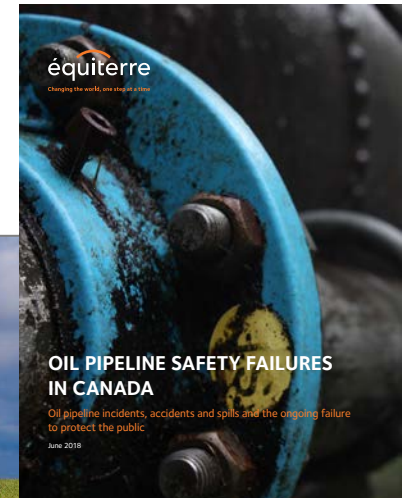
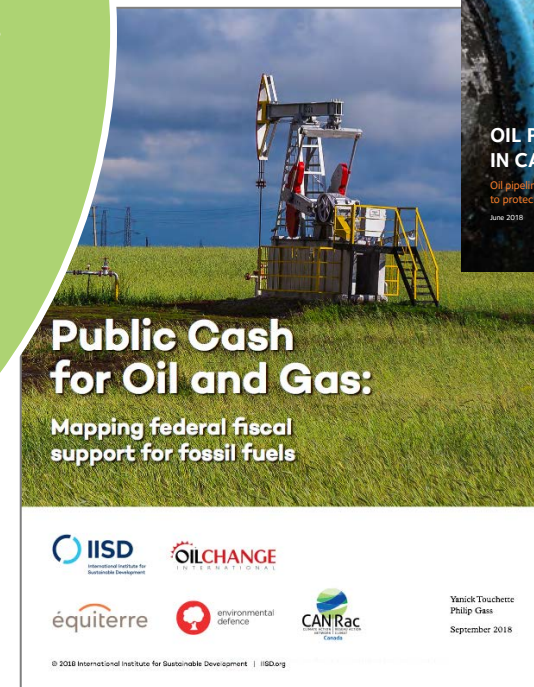
TRANSPORTATION

- A study on the barriers to shared mobility.
- A report on 12 priority public transit projects for Quebec.
- A study modelling the effects of public policy on zero-emission vehicle adoption in Canada, produced jointly with John Axsen of Fraser University.



CLIMATE CHANGE

- *Public Cash for Oil and Gas: Mapping Federal Fiscal Support for Fossil Fuels*
- *Oil Pipeline Safety Failures in Canada*
 - *Risking it All, a report on Export Development Canada's support for fossil fuels*



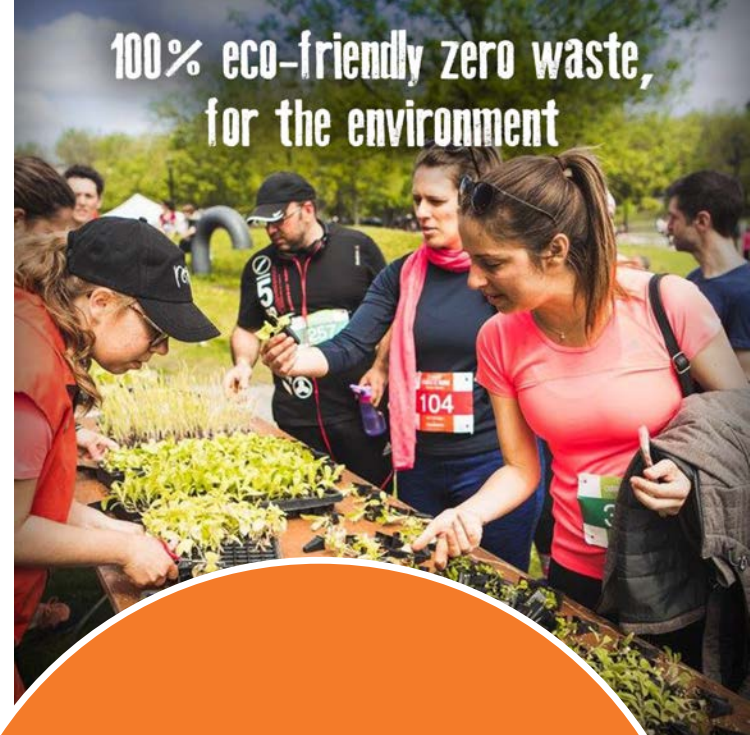
PESTICIDES AND TOXIC PRODUCTS

*What's In Your Lunch: How a
Harmful Weed Killer Finds its
Way into Your Children's Food.*

**WHAT'S IN
YOUR LUNCH?**



100% eco-friendly zero waste,
for the environment



ECO-FRIENDLY RACES

*Videos and graphics on
eco-friendly race events
to raise the awareness
of runners and organizers.*



2018 Financial Information



Financial Information

For year ending December 31, 2018



	2018 / \$	2017 / \$
REVENUES		
Contributions		
Government subsidies		
Provincial government	871,253	456,826
Federal government	84,027	32,842
Foundations	861,052	757,831
Donations, fundraising campaigns and activities	2,656,164	2,246,471
Other contributions	89,345	74,603
Services and sponsorships	744,224	748,174
Interest income	143,522	124,088
Sub-lease revenues	62,192	68,435
Amortization of deferred contributions related to tangible assets	3,401	4,251
	5,515,180	4,513,521

	2018 / \$	2017 / \$
EXPENSES		
Salaries and benefits	2,735,686	2,433,301
Activities	1,247,945	973,174
Costs related to fundraising campaigns	283,518	199,883
Administrative costs	505,007	469,181
Amortization of tangible assets	75,706	77,269
Bank costs	6,348	2,810
Interest on line of credit for mirror loan	118,936	104,121
Interest on capital lease	95,751	98,335
Interest on long-term debt	835	10,556
	5,069,732	4,368,630
Excess of revenue over expenses	445,448	144,891

Financial Information

Financial position December 31, 2018

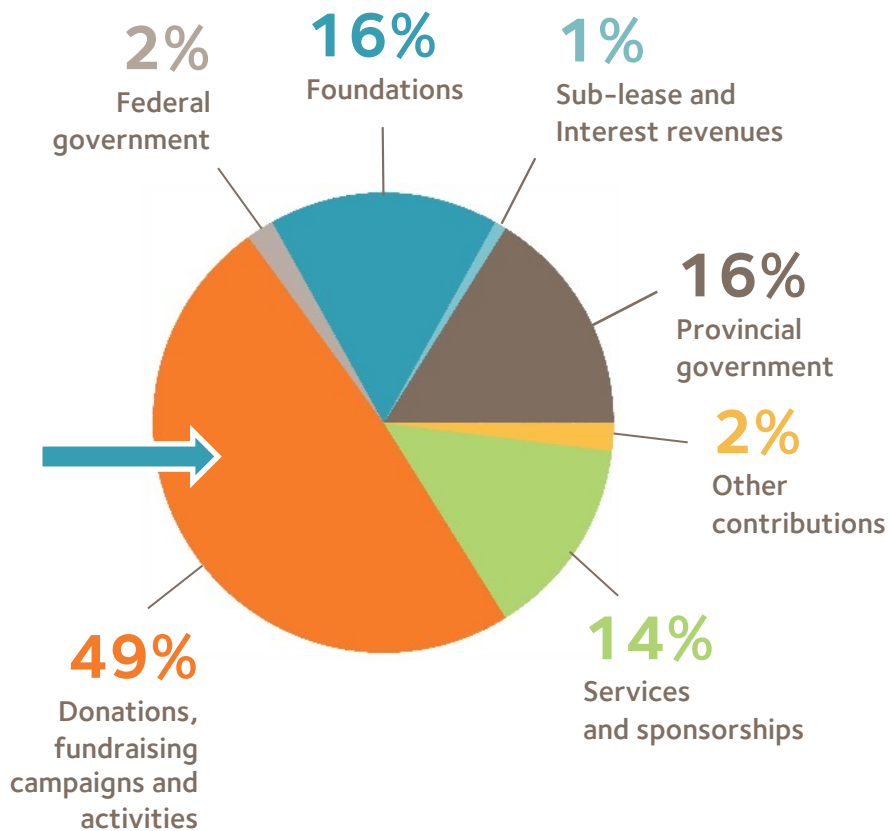
ASSETS		
Short term		
Cash	602,301	429,731
Cash reserved for Green Light program	-	636
Client accounts and other receivables	454,764	442,334
Pre-paid expenses	9,296	30,717
	1,066,361	903,418
Long term		
Term deposits	3,600,000	-
Mirror loan - Centre for Sustainable Development	2,915,000	3,095,000
Investment - Centre for Sustainable Development	42,064	41,607
Tangible assets	1,697,378	1,751,473
Works of art	137,161	137,161
	9,457,964	5,928,659

LIABILITIES		
Short term		
Accounts payable and other operating debts	485,863	476,399
Deferred revenue	11,425	48,205
Portion of the obligation resulting from a capital lease expiring in less than a year	42,704	39,942
Portion of long-term debt expiring in less than a year	-	9,996
	539,992	574,542
Long term		
Line of credit for mirror loan	2,915,000	3,095,000
Long-term debt	-	40,553
Obligation resulting from a capital lease	1,363,365	1,406,069
Deferred contributions relating to tangible assets	13,607	17,007
Deferred contributions	3,823,083	438,019
	8,655,047	5,571,190

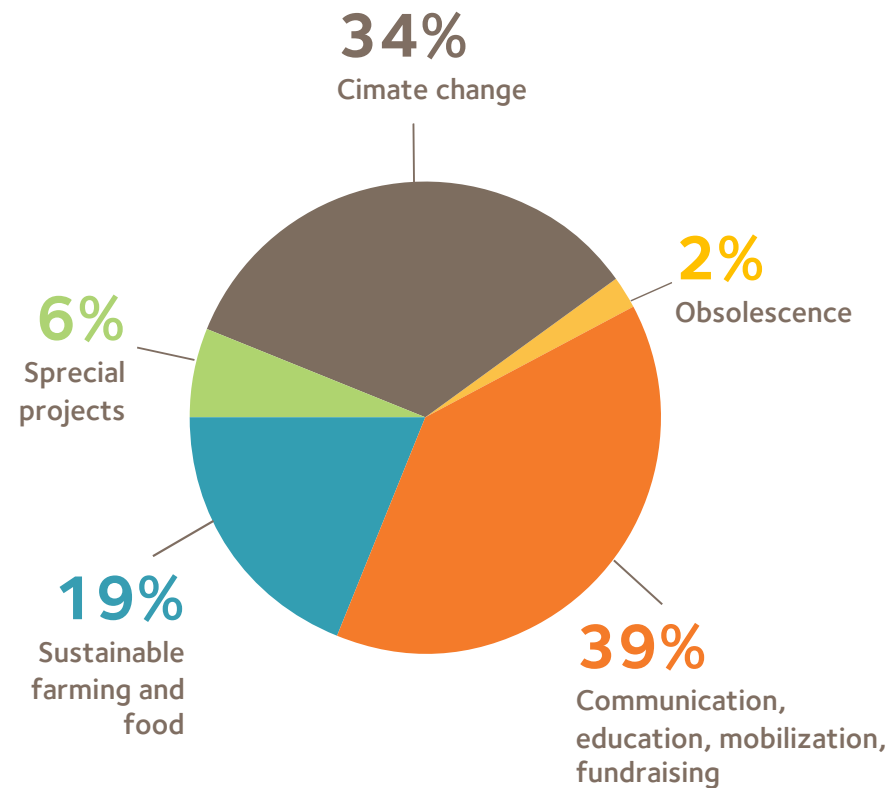
NET ASSETS		
Invested in capital assets	277,703	288,455
Assigned to the Centre for Sustainable Development	42,064	41,607
Not assigned	483,150	27,407
	802,917	357,469
	9,457,964	5,928,659

Financial Information

REVENUES 2018



EXPENSES 2018





THANK YOU
for your support
and for standing up
with us for the
environment!





1993-2018

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1993-2018

Join the movement today!

3 ways to support Équiterre:

Become a member
by donating: equiterre.org/donate

Become a vounteer: info@equiterre.org

Subscribe: equiterre.org/newsletter

